



National Credit
Union Administration

Driving the Bottom Line: Results through Marketing

April 23, 2013

Redefining Hispanics for Maximum
Marketing Success



Coopera is a CUNA exclusive strategic alliance partner.



Preview

- About Coopera
- Population Change by Ethnicity/Race
- Redefining Hispanics – a multidimensional perspective
- Simplifying Complexities
- Questions



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About Coopera

- A full-service Hispanic market solutions company
 - Focus on credit unions nationwide
- Bicultural and bilingual staff to help clients increase
 - Hispanic membership
 - Revenue growth
 - Loan volume
- We develop partnerships to help clients transition
 - From the early stages of discovery
 - To a best practice credit union



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A Family of Companies



Full service **Hispanic market solutions** company with a focus on credit unions nationwide.

National leader of **regulatory compliance** solutions for credit unions and also **advocacy** for government affairs clients.

Provides **debit, credit, ATM and Pre-paid solutions** for credit unions nationwide.

Provides **credit cards portfolio solutions** for credit unions.

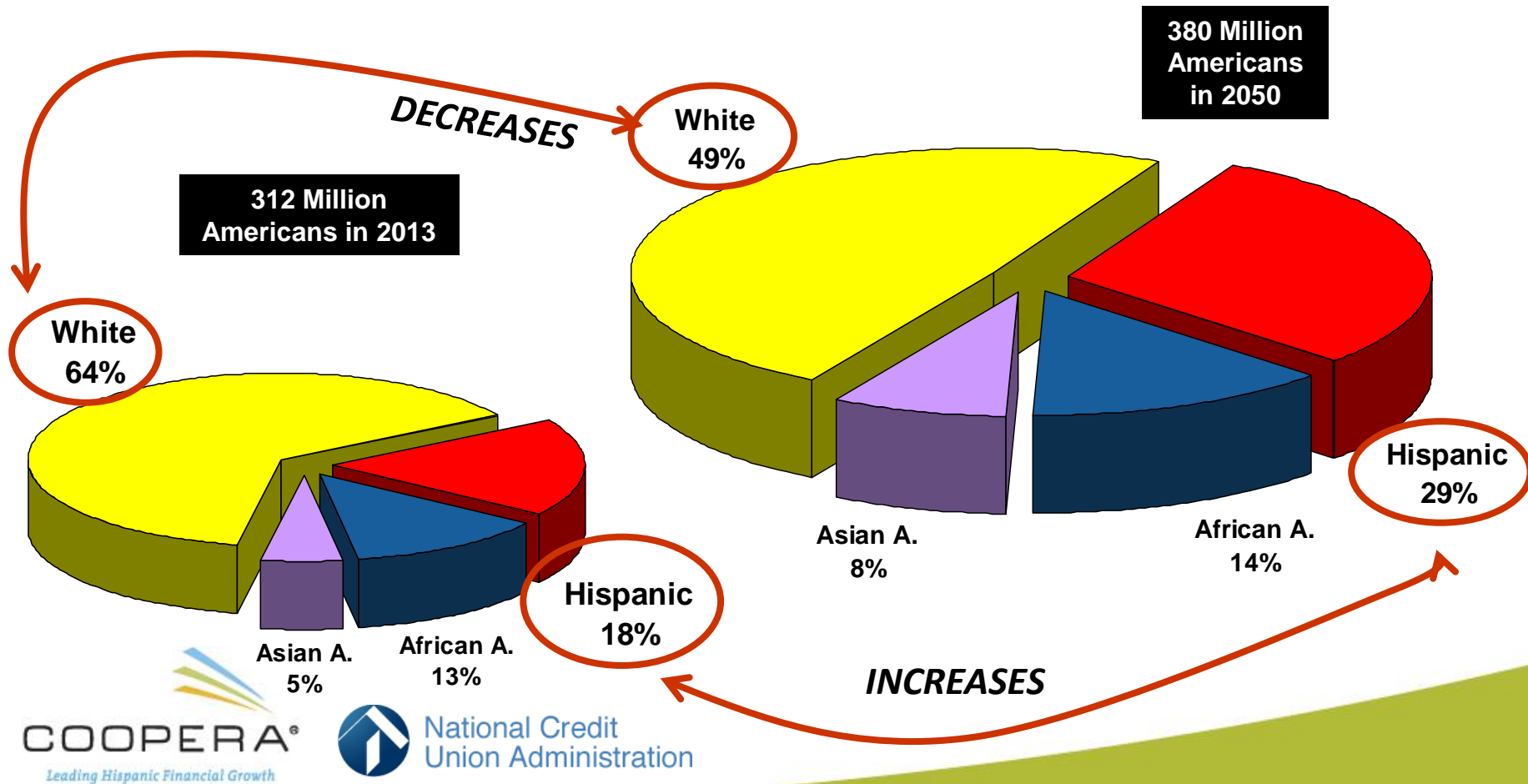


Minority Populations: **THE NEW AMERICAN MAINSTREAM**



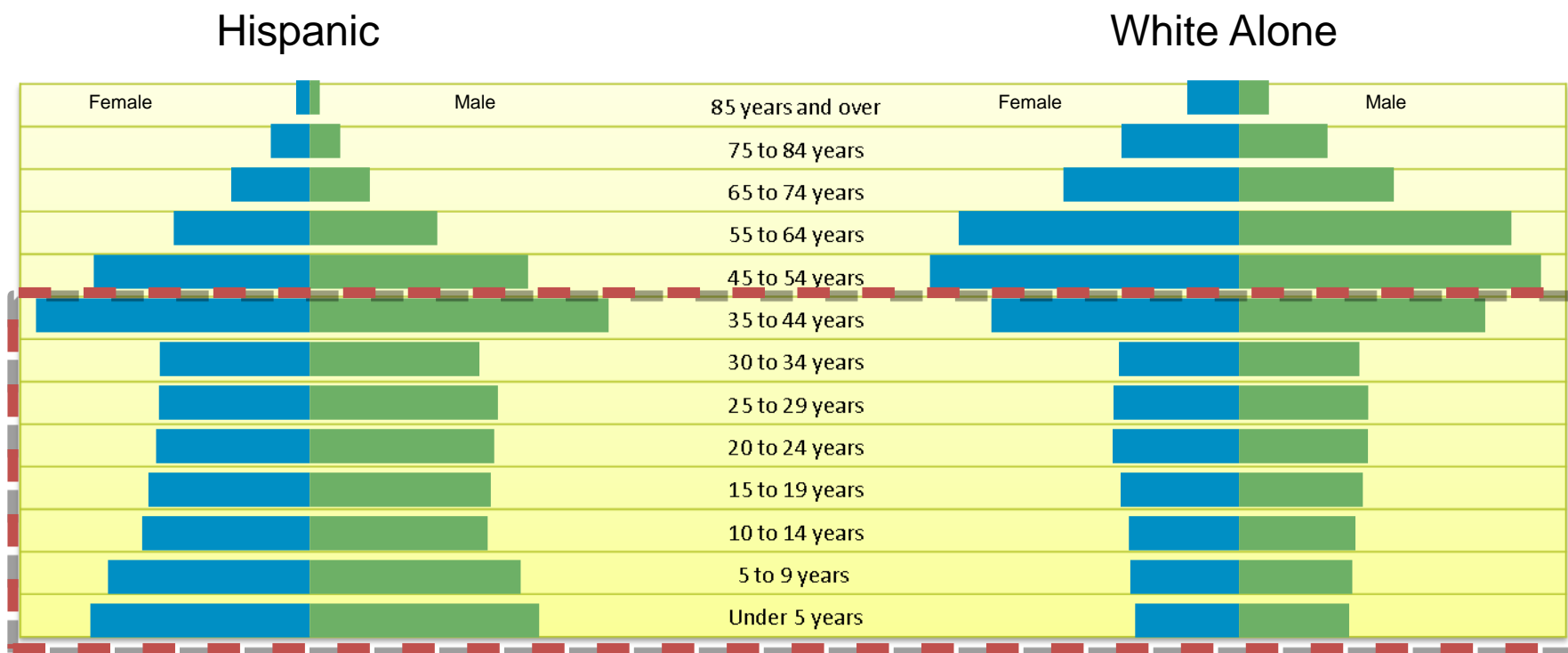
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The Changing Face of America



Source: U.S. Census Bureau, Projections of the Population: 2015 to 2060

Hispanic Population by Age: 2011



Why Hispanics

- They are the
 - Largest
 - Fastest-growing
 - Youngest &
 - Most underserved
- Yet, many credit unions find themselves wondering

**What
to do?**

**How to
do it?**

OR

**How to
improve?**

Redefining Hispanics A Multidimensional Perspective



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Who is Hispanic?

- Anyone that can trace its roots to 20 Spanish-speaking nations from Latin America and Spain (except Brazil)
- U.S. Census asked for self-identification.
- People of Hispanic origin, in particular, were those who indicated that their origin was Mexican, Puerto Rican, Cuban, Central or South American, or some other Hispanic origin

→ NOTE: Please answer BOTH Questions 5 and 6.

5 Is this person Spanish/Hispanic/Latino? Mark ☒ the "No" box if **not** Spanish/Hispanic/Latino.

☐ No, not Spanish/Hispanic/Latino

☐ Yes, Mexican, Mexican Am., Chicano

☐ Yes, Puerto Rican

☐ Yes, Cuban

☒ Yes, other Spanish/Hispanic/Latino — Print group. ↗

Venezuelan

6 What is this person's race? Mark ☒ one or more races to indicate what this person considers himself/herself to be.

☒ White

☐ Black, African Am., or Negro

☐ American Indian or Alaska Native — Print name of enrolled or principal tribe. ↗

Ethnicity Code List - Hispanic

Census Ethnicity Code List - Hispanic

Mexican

Mexican American
Mexicano
Chicano
La Raza
Mexican American Indian

Central American

Costa Rican
Guatemalan
Honduran
Nicaraguan
Panamanian
Salvadoran
Central American
Central American
Indian
Canal Zone

South American

Argentinean
Bolivian
Chilean
Colombian
Ecuadorian
Paraguayan
Peruvian
Uruguayan
Venezuelan
South American Indian
Chullo

Caribbean

Cuban
Dominican

Spaniard

Andalusian
Asturian
Castillian
Catalonian
Balearic Islander
Gallego
Valencian
Aragonian
Basque

Latin American

Latin
Latino

Other Spanish/Hispanic

Hispanic
Spanish
Californio
Tejano
Nuevo Mexicano
Spanish American
Spanish American Indian
Meso American Indian
Mestizo
Caribbean

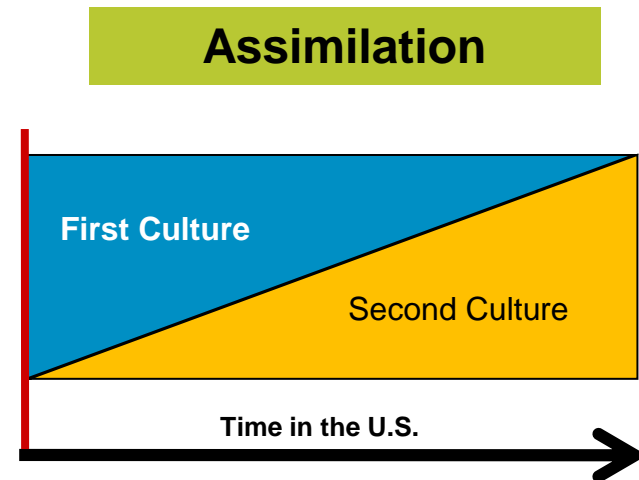
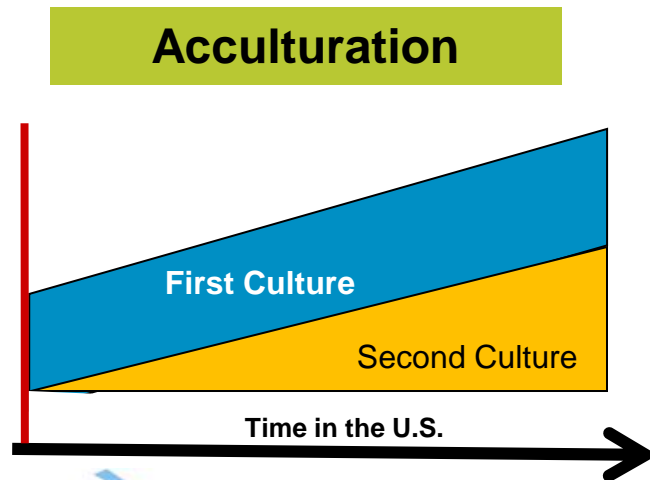
Hispanic

Acculturation vs. Assimilation

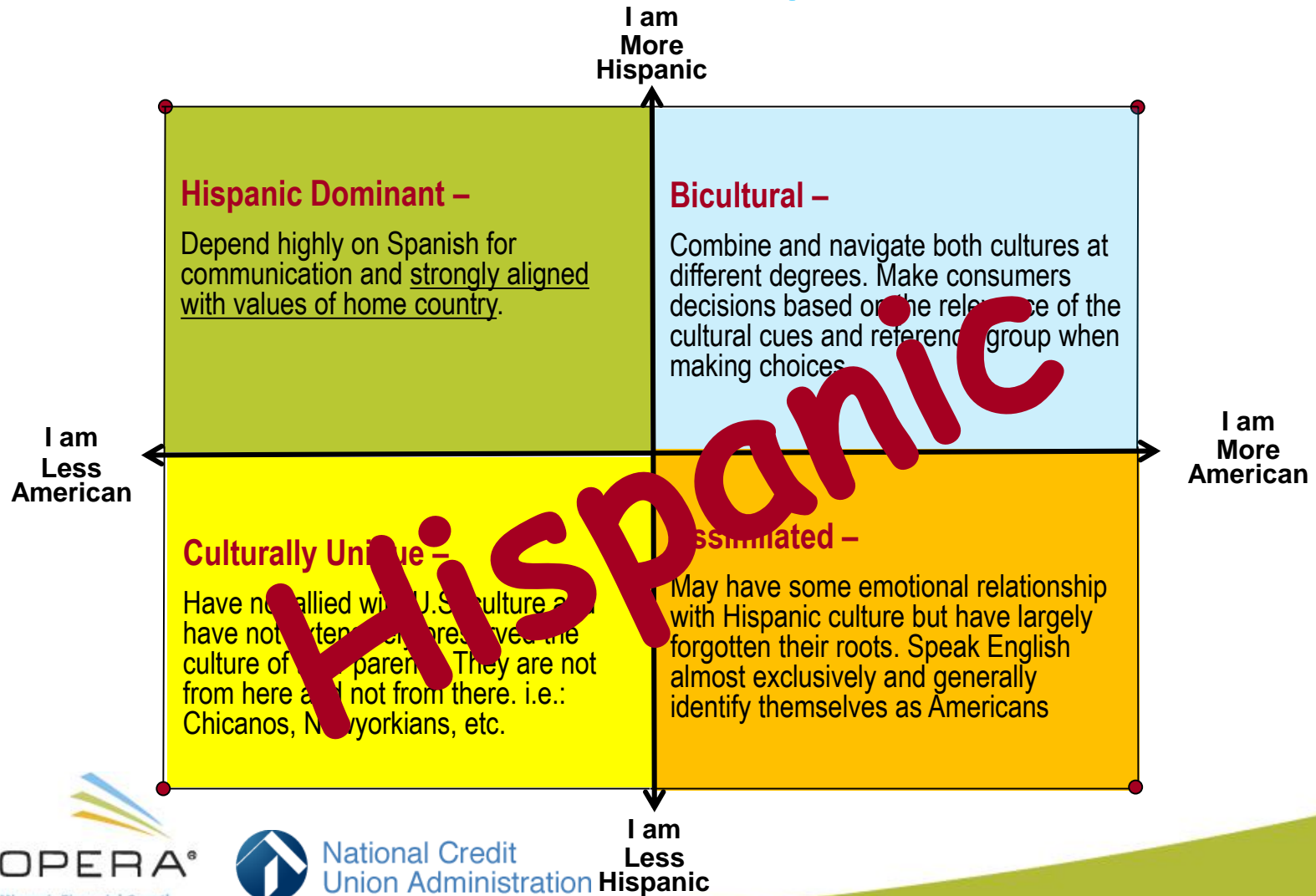
- **Hispanics vs. other immigrant groups**
 - Why is it different?
- Hispanics are creating a **new model** of **assimilation** in which they are more likely to **acculturate** while creating a **bicultural and bilingual identity**.

Acculturation vs. Assimilation

- The figure below illustrates how **acculturation** consists of **enlarging** the cultural repertoire of an individual.
- Whereas **assimilation** keeps the repertoire **constant** by replacing one culture with another.



Multidimensional Perspective



Sizing Acculturation

LATINOAMERICANA (5)

- Spanish dominant (nearly no English)
- Recent immigrant
- Primarily Hispanic cultural practices



HISPANO (4)

- Spanish preferred (some English)
- Immigrant as adult, in US 10+ yrs
- Predominant Hispanic cultural practices



BI-CULTURAL (3)

- Bilingual (equal or nearly)
- Immigrant as a child or young adult
- Many Hispanic cultural practices



NUEVA LATINA (2)

- English preferred (nearly no Spanish)
- Born in US (2nd Generation)
- Some Hispanic cultural practices
- Often retro-acculturate



AMERICANIZADO (1)

- English dominant (nearly no Spanish)
- Born in US (3rd+ generation)
- Few Hispanic cultural practices



Simplifying Complexities The Coopera Approach



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Strategic Planning

- Strategic planning is critical to business success
- Like all other "travel plans," without knowing where you want to go, creating details on how to arrive is meaningless.

ESTABLISHED

Without a Cultural Relevant Plan

The CU is a Unique Traveler

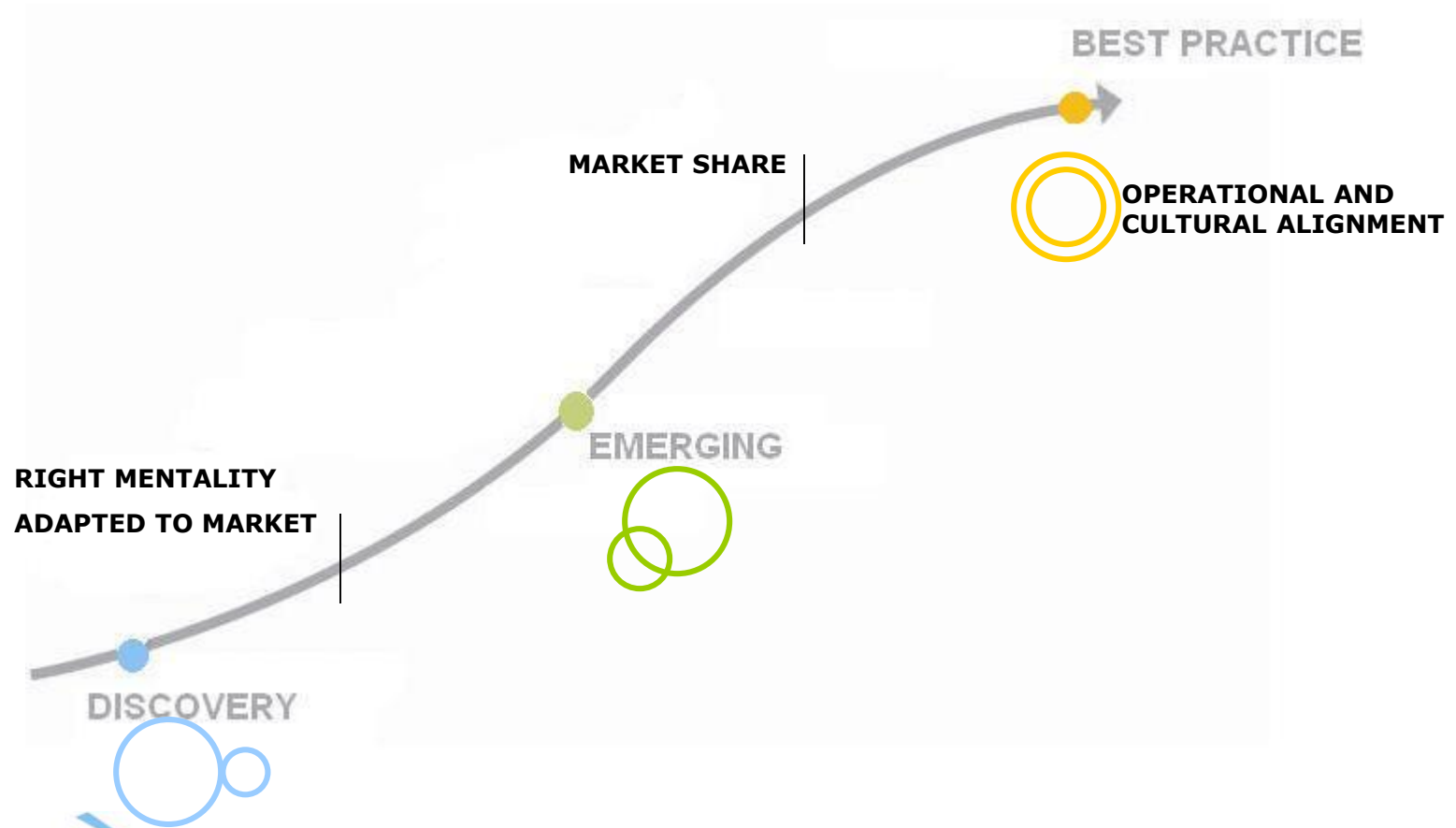


Unique Conditions

BRAND NEW

Many drop their Hispanic initiatives due to complexities and inconsistencies in attaining results!

The Coopera Approach



In Summary

- Serving Hispanics is no longer an opportunity.
 - It is a **NECESSITY**.
- A cultural relevant growth plan is needed to:
 - Identify the right segment of the market
 - Increase membership, revenue and loan volume growth
- A growth strategy will include plans for both
 - New Hispanic membership
 - Current Hispanic members

Coopera League Partnerships

Funding for Hispanic growth strategies:

- Texas Credit Union League
 - Dick Ensweiler Foundation Grants
- Credit Union Association of New York
 - 2012 Hispanic Member Growth Program
- California & Nevada Credit Union Leagues
 - RMJ Foundation Grants



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Next Steps

To retrieve Whitepapers / Newsletters visit:

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Questions?



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